STAND STEADI:  
Encouraging Fall Prevention

Across the Healthcare Team

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Each year, more than 7 million

Americans aged 65 and older

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incur fall injuries. And about

29,000 die because of a fall.

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Many people think that falls

just happen when you get older,

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or that falls are the result of

bad luck, but we know that falls

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can be prevented. There are

specific things that older adults

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can do to reduce the risk of

falling, and their healthcare

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providers can help them. As an

emergency physician, I often

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see older patients in the ER

because of a fall. While not all

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falls result in injury, falls

are the leading cause of

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traumatic brain injury and hip

fractures among older adults.

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Nationwide, there are more than

3 million emergency department

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visits, and over 800,000

hospitalizations each year for

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a fall. What’s also alarming is

that deaths from falls are on the rise.

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Between 2007 and 2016, older

adult fall death rates

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increased by more than 30%.

If the rate continues to increase

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at this pace, we anticipate

59,000 older adults will die

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because of a fall in 2030.

In response to this public

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health issue, CDC created the

Stopping Elderly Accidents,

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Deaths, and Injuries, or STEADI,

Initiative for healthcare

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providers who see older adults

in their practice. Based on the

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American and British Geriatric

Society’s Clinical Guidelines,

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STEADI gives providers the tools

and resources needed to reduce

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their older patients’ fall risk.

Specifically, STEADI includes

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guidance on how to screen older

patients to identify who may be

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at increased risk of falling.

There is also information on

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how to assess common fall risk

factors such as poor balance,

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medications, and vision

impairment. STEADI also provides

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guidance on how to take action to

reduce risk. The CDC STAND

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STEADI video series highlights

how healthcare providers and

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public health professionals

across the country are

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implementing the three critical

steps of STEADI: screening,

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assessing, and intervening,

to reduce their patients’ fall

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risk. We hope that the

information provided in these

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videos will encourage you to

also talk to your patients about

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falls and fall prevention.

Together, we can help older

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Americans age without injury

and stay independent longer.